



Inter Office Memo
New Jersey Chain Accounts

March 23, 1995

To: M. A. Young

From: Nick Kuruc

Subject: King's Super Markets (1430-00-00)

Listed below are estimated costs involved with our merchandising presentation made to King's Supermarkets:

| | |
|------------------------------------|------------------|
| Merchandising | <u>19 Stores</u> |
| > 12' In-Line Carton Merchandisers | |
| > 2.5 LP UPM | |
| > 4' LP UPM | \$ 50,000 |
| Annual Contractual | <u>\$ 60,000</u> |
| Total | \$ 110,000 |

The above estimates were based on 19 stores with carton merchandisers placed in-line in front of the checkouts, and two (2) UPM's at the check-lanes. I also estimated *color-keying* all merchandisers.

Nick

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